

LEO BURNETT COMPANY, INC.

Ad No. 6-1986—Make-up Brush Set—Reg. No. 10855-4/C/P Blood Page—Big 11—Tobacco Trade—72—(M)
Printed in U.S.A.

Another great promotion from the people who know how to please women...

VIRGINIA SLIMS

offers your customers
this
exclusive
make-up
brush
set.



It's a \$2.50 value (if it were sold anywhere else). But your customers can get it for just 50 cents and two end labels from Virginia Slims packages.

Like Virginia Slims' "Book of Days" and free panty hose, it's a "Thank you" for the way our sales are growing: ip 11% last year. Regular, up 8%; Menthol, up 14%. Virginia Slims, the Number One cigarette made for women, understands women better.

Don't be caught short when this offer is announced. Stock up, especially on Menthol. Check your order today.

Another sales-building program from

Philip Morris
USA

